

# NOW ACCEPTING APPLICATIONS

## Restaurant Relaunch Business Assistance Program



A COVID Economic Recovery program designed to drive customer traffic back to the businesses.

- Create and enhance permanent outdoor dining.
- Upgrade furniture, heaters, umbrellas, landscape planters and other needed items
- Reconfigure indoor and outdoor spaces and back-of-house workflow for safety; update menus and pricing; establish an online presence for off-premise sales, design customer loyalty programs, and create and launch marketing initiatives to drive customer traffic to the businesses.

**Funding is limited. Preference given to those applicants providing matching funds to take the project to the next level.**

**For an application, contact Economic Development**  
**EconDev@hayward-ca.gov, 510-583-5545**

### How the Program Works

Economic Development will meet with the business owner to discuss the desired improvements. If needed, the City will provide a licensed architect to work with the business owner to create needed plans and assist through the construction process. Grant dollars will be provided on a reimbursement for work completed.

### How to Qualify and Apply

- Restaurant must be in business at least 5 years
- Must have a valid City of Hayward business license and be in good standing with the City
- Contact Economic Development for an application form

